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7 ICOSI NASTAIN_Khusus.pdf

WORD COUNT

10456 Words

CHARACTER COUNT

62455 Characters

PAGE COUNT

27 Pages

FILE SIZE

23.6MB

SUBMISSION DATE

Nov 23, 2022 11:09 AM GMT+7

REPORT DATE

Nov 23, 2022 11:10 AM GMT+7

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PROCEEDINGS

The 3rd International Conference on Sustainable Innovation 2019 (ICoSI)

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Focal Conferences

- ✓ ISHERSs (International Symposium on Social Sciences, Humanities, Education, and Religious Studies)
- ✓ ISETH (International Symposium on Engineering, Technology, and Health Sciences)
- ✓ ICoSA (International Conference on Sustainable Agriculture)
- ✓ ICoELTICs (International Conference on English Language Teaching, Literature & Linguistics)
- ✓ ICIEFI (International Conference on Islamic Economics and Financial Inclusion)
- ✓ ISCEIE (International Symposium on Civil, Environmental, and Infrastructure Engineering)
- ✓ ICONURS (International Conference on Nursing)
- ✓ ASIAN COL (Asian Conference on Comparative Laws)
- ✓ ICISDE (International Conference on Islamic Studies in the Digital Era)



Universitas Muhammadiyah Yogyakarta
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July 30 – 31 2019

Proceedings
The Third International Conference on Sustainable Innovation

ISBN No. 978-623-7054-15-3

Foreword ICoSI 2019

Assalamu'alaikum wr.wb.,

The Third International Conference on Sustainable Innovation 2019 has developed this proceeding. This event was held by Universitas Muhammadiyah Yogyakarta. It's a continuous work from the second one in 2014 which already published in Springer (<https://link.springer.com/book/10.1007%2F978-981-287-661-4?page=1#toc>). Unfortunately, the existence of the first conference cannot be traced down to provide the evidence of its continuity.

This book of proceeding is a remarkable work of scientific effort, trying to serve as a scientific showcase of vast range of field from technology and engineering, health sciences and nursing to social sciences, law, humanity, education and religious sciences. Basically, comprising all schools that exist in this university. At this point, it is a prove of a significant improvement from the previous conference in 2014. While, the previous event only covered three field of agriculture, economics and technology, current conference composed of 9 fields incorporating 9 focal conferences. Those are International Symposium of Engineering, Technology and Health Science (ISETHS), International Symposium of Social Science, Humanity, Education, and Religion Studies (ISHERS), International Symposium of Civil, Environmental, and Infrastructure Engineering (ISCEIE), International Conference of Islamic Economic and Finance Inclusion (ICIEFI), International Conference of Nursing Science (ICoNurs), Asian Conference on Comparative Laws (ASIAN COL), International Conference on English Language Teaching, Literature & Linguistics (ICoELTics), International Conference on Sustainable Agriculture (ICoSA) and International Conference on Islamic Studies in Digital Era (ICISDE).

The abundance of focal conference led to the massive participation and, of course, the richness of works presented, which to the other end meant the difficulty in the organization of the whole event. The complexity of the work can also be found in the selection process of the articles. Indeed, this proceeding has served as the basic platform for the selected participants to present their works apart from others indexed platform. Nevertheless, as can be seen from the articles, the quality of the works is still unquestionable. With the theme of "Sustainable Innovation in Disruptive Era", this conference established two key points of "sustainability" and "innovation" which served as an umbrella theme for the 9 focal conferences. It is also a prove of a sustainability process following theme of "Technology and innovation challengers in natural resources and built environment management for humanity and sustainability" from the previous ICoSI 2014. The relevancy of those words has taken into a more prominent place, nowadays, with the emergence of current issue of sustainability in industry 4.0, where innovation is playing as a prominent factor. Therefore, this conference has successfully lift itself up to act as a showcase for academician, policy maker and students alike to give broaden perspectives of how to keep innovative in this disruptive era.

We are looking forward to seeing the next ICoSI 2020.

Wassalamu'alaikum wr.wb.

Preface ICoSI 2019

Assalamu'alaikum wr.wb.,

Welcome to the Proceeding of ICoSI 2019.

This book is a showcase of articles presented at the ICoSI 2019, composed of a various range of field incorporating the 9 focal conference. The production of the proceeding was based on the 9 focals, those are: International Symposium of Engineering, Technology and Health Science (ISETHS), International Symposium of Social Science, Humanity, Education, and Religion Studies (ISHERS), International Symposium of Civil, Environmental, and Infrastructure Engineering (ISCEIE), International Conference of Islamic Economic and Finance Inclusion (ICIEFI), International Conference of Nursing Science (ICoNurs), Asian Conference on Comparative Laws (ASIAN COL), International Conference on English Language Teaching, Literature & Linguistics (ICoELTics), International Conference on Sustainable Agriculture (ICoSA) and International Conference on Islamic Studies in Digital Era (ICISDE).

The ISETHS consists of two main field of technology and engineering, and health sciences with several topics: Mechanical engineering, Electrical engineering, Informational engineering, Industrial engineering, Environmental engineering, Medicine, Dentistry, Pharmacy, Biomedical, Public Health, and Health administration. Biomedical, Public health and Health administration.

The ISHERSs incorporates articles from various field those are communication, government studies, education, religious studies, and international affairs. Under the field of communication several topics are developed: journalism, marketing communication, broadcasting, advertising, public relations and communication and new media. The field of government studies comprises of democratic government, public policy and gender and equality. The field of education discuss about educational leadership, technology in education, teaching and learning, assessment, curriculum, cultural issues in education, instructional design and character education. The field of religious studies explores several topics range from Religious and Spiritual Discourses in the Digital World, New Religious Media and Shift of Religious Authority, Digital Religious Learning and the Formation of Self-Piety, The Role of Social Media in Religious Radicalism and its Eradication, Transformations of Religious Rites, Rituals, and Festivals in the Digital Era, Teaching Religious Studies in A New Digital World, Religious Communities and their Role in the Digital Economy, Interfaith Conversations and Debates in the Virtual World., The Future of Digital Religion: Strengthening or Destroying Conventional Religion?. Digitalization of Religious Texts and Interpretive Practices in Contemporary Society. The international relations dig deeper into the topics of Area Studies, Diplomacy and Foreign Policy, Security, Conflict and Resolution, Global and Transnational Issues, Gender and International Relations, New Thinking of International Relations Theory.

The focal of ICoSA discusses several topics include of food security, sustainable agriculture, natural resource productivity, Advances in biotechnology, information and engineering technology, management of agricultural practices.

The ICoNURS covers a various range of topics such as nursing education, bio-psycho-social-spiritual in nursing practice, palliative care, spiritual care, and other specialistic topics in nursing such as community, mental health, and surgical nursing.

For ICIEFI, this event served as the fourth international conference. Current event provided 4 sub theme under the main theme of “Balancing Innovation and Sustainability in Disruptive Era”, those are: Islamic

Economics & Halal Industry, Economics, Banking and Finance Innovation; Assessing Environment Vulnerability, Energy Innovation, Ecotourism and Disaster Management; Islamic Philanthropy (Zakah & Waqf) and Innovation in Education, Health and Social System; and, Small Medium Enterprise, Fintech & International Trade in Industrial Revolution 4.0. All sub-themes were directed toward the spirit of sustainable economic development in disruptive era.

The ISCEIE focused on various field in civil engineering. It covered the field of: Structural Engineering; Construction Materials; Construction and Asset Management; Geotechnical Engineering; Transportation Systems and Engineering; Water Resources Engineering; Environment Engineering; Disaster Mitigation and Prevention.

The ICoELTICs covered a vast field of: Teacher Professional Development, Teachers' Identity, Teacher Training Education, Teachers' Competencies in the EIL 4.0, Pre-service Teachers Readiness in facing the EIL 4.0, 21st Century Skills and Training, Digital Literacy, Character Building in EIL 4.0, Best Practices of EIL 4.0 in School Contexts, Changing Policies in EIL 4.0, Curriculum Development, New Approaches, Methods, and Techniques, Current Trends in Assessment and Evaluation in Language Learning, Recent Issues in Literary Studies, Linguistics and Applied Linguistics, New Trends in Translation, Fostering Entrepreneurship and Innovation, Online and Distance Learning, The Implementation of E-learning Management System, Blended Learning: Effective Tools and Approaches, ICT-based Instructional Design in Language Learning, Immersive Learning with Augmented Reality/ Virtual Reality/ Mixed Reality, Revolutionising Higher Education with Artificial Intelligence, Gamification to Revolutionize Learning Experience.

The ASIANCOL explored the main topic of comparative law, within the perspective of location, geography, space or place. It also questioned traditional narratives of comparative law in the context of the increasing complexity of legal orders within, between and beyond states. The continuity of comparative law in contrast to the law of the states; the implication of this circumstances to the plural legal system; how does the different type of laws (dis/re)-located?

The ICISDE comprised of several topics: Quran and Hadith studies in the Digital Era; Islamic Theology, Philosophy, Mysticism, and Psychology in the Digital Era; Islamic Economics and Finance: Opportunities and Challenges of the Digital Era; Islamic law and politics in the Digital Era; Islamic Education: Opportunities and Challenges of the Digital Era; Islamic Digital Humanities; Innovation and Sustainability in Muslim world; Islamic Communication in New Media; Halal markets, brands, and industries; Islamic ethics in a social media communication; The Divergence of Islamic Authority in the Digital Era; Exploring New Ways of How to be Muslim and Pious in the Digital Era.; Islam and Socio-Political Transformation in the Digital Era; Islam, Radicalism, and Social Media; Islamophobia, Muslim advocates, and Social Media.

In the production of this valuable work, let me convey my gratitude. First of all, to Allah swt, the mighty God, who has given the blessing, so this event has accomplished fruitful. To the Rector of Universitas Muhammadiyah Yogyakarta, specially for the Vice Rector for Academic Affairs who has taken the responsibility to assure this event was accomplished successfully. To all the participants who have share their ideas and effort to presenting their works. To all faculty members of UMY; Dean and Vice Dean, who

have supported us in encouraging and supporting their faculty members in presenting their works. To all supporting staff of UMY in assuring the event was running very well. Last but not least, to all committee members of ICoSI, for their great effort and dedication; especially for the vice chairpersons who have given their full support, considering my paucity of experience and knowledge in conducting such a great event. For me they are not only associates but also the best of friends. Friends who have been spent the last year of sweat and tears to assure all preparation has done perfectly, almost. Just an expression, since there is no perfection in this earthy-world, except in Jannah; the day after. Thus, hopefully, Allah would give you all the best of rewards there, in syaa Allah.

Wassalamu'alaikum wr.wb.

Yogyakarta, 10 Desember 2019



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SOCIAL, ECONOMICS, EDUCATION, AND HUMANITIES

Political Identity of Ganjar Pranowo and Taj Yasin Maimun Candidate Pair in the 2018 Central Java Election Contest

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Abstract Political developments in the history range write that the contestation of political battles always involves public participation as a determinant of victory. Public participation in political spaces after the reformation shows an increase as evidenced by the growth of new political parties. The increasing growth of political parties is certainly linear with the involvement of the public. The level of public participation is ideally balanced with good political education by stakeholders. This needs to be discussed and become a systematic and measurable program by the government and political parties to provide political education. Thus, the community is not only involved as a voter but also understands the consequences of their political attitude. Identity politics was implemented by the Central Java gubernatorial pair Ganjar Pranowo and Taj Yasin Maimun. Consideration of segmentation and positioning in the political marketing of 2018 Central Java regional election of incumbents are inseparable from the characteristics of community groups. Consequently, raising a question how the Social Political Phenomenon of Identity of Candidate Pairs Ganjar Pranowo and Taj Yasin Maimun in the Local Political Stage of the Central Java Election 2018?. This study uses qualitative research methods through the phenomenological approach of Berger and Luckmann. The theory and social construction approach to reality occur simultaneously through three social processes, namely (1) externalization (self-adjustment) with the sociocultural world as human products, (2) objectivation, that is social interactions occur in the intersubjective world which are institutionalized or in the process of institutionalization and (3) internalization, that is the process by which individuals identify themselves with social institutions or social organizations where the individuals are members.

Keywords: Politics, identity, local election, Central Java, political contestation

Introduction

The discussion of authority and politic always trigger everyone's critical logic. From the ancient Greece philosophers, Socrates until the enlighten era by Thomas Hobbes completed by John Locke and Montesquiu with the *trias politica* theory (Budiarjo, 2014 : 14-15). The political development history written that the political war always involves the public participant as a triumph determinant.

Public participation in political spaces after the reformation shows an increase as evidenced by the growth of new political parties. The increasing growth of political parties is certainly linear with public involvement. The requirements set by the Law require public involvement by making management up to the branch level. According to Herbert McClosky, a figure on the issue of participation said that political participation is voluntary activities of citizens of the community through which they take part in the

process of selecting the authorities and directly or indirectly in the process of forming public policies (*The term political participation will refer to those voluntary activities by which members of a society share in the selection of rulers and, directly or indirectly, in the formation of public policy*)(Mc Closky, 1972 : 252).

Public participation in politic is an inevitability. According to Firmanzah in Political Marketing mentioned that the characteristic of politic is the first, political world has a society that direct-indirectly involved. Directly involved means that the society directly plays a role and faced the impact from all the political activity. While indirectly involved means the society got affected but not directly playing a role in painting the political policy and activity. The second, political world has a legal institution inside. The third, political world has a legal playing role and ethic that arrange the political actor ways inside (Firmanzah, 2012 : 3-4).

The level of participation public should be balanced with a good political education by the stakeholder. This needs to be discussed and be a systematic and measureable program by the government and politic party to give political education. Thus, the society is not only involved as an elector but also understand the consequences from his/her political attitude. Without a good political education, this will produce a sidetrack political practice. Today, this is massive to look at the Machiavelisme practice that makes the power as a great goal by betraying the process. This still becomes a debate whether the political identity practice by sticking out their self-identity (decendents) by ignoring the competence is a sidetrack political practice.

Identity politic implemented by Central Java governor candidate Ganjar Pranowo and Taj Yasin Maimun. Segmentation and positioning consideration in political marketing of 2018 Central Java election defensive is not standing alone by the society characteristic. According to the field observation, the step done by the candidate's politic party attempt to get the constituent vote with the religious class of people with the stimuli of a great name of Islamic scholar KH. Maimun Zubair. While Ganjar considered as a nationalist and "abangan".

The division of religious nationalist politic area or "abangan" and Moslem students becomes a special political strategy in Indonesia. Ganjar Yasin is not the first one who implemented this strategy. The former is Wiranto Wahid in 2019 President's election. Even then appear a 2019 president's election contesting will bring out the same

strategy by making Muhaimin Iskandar as a defense vice president candidate.

Both segmentation and positioning are two things that cannot be separated. Segmentation used to chart and identify the society characteristic while positioning used to put the image of politic product that is identity or the family name. In measurable portion identity politic product become a solution in perpetuating the authority hegemony. However, if this is not supervised and there is no a strict regulation, this will cause an oligarchy politic. In the end authority will be only enjoyed by some people with their great family name and a strong financial. Political liberty as one of individual freedom form can be bothered because the contests do not give them a fair chance to win the politic war.

Through the politic culture discussed above so that authority will only be a certain people or group. Public forced to accept because indeed there is no choice and power to oppose. Even it become worrisome as Antonio Gramsci said that the supervisor come and go but the public still in the same position. This means that the authority alternation have no effect at all in the public prosperity increasement. The politic party network and authority hegemony will be an research focuss that in the end will give a political education to the public and raise the political awareness. Leave the above facts and data, this research pointed in a research question: **How Social Phenomena Identity Politic from the Couple Candidate of Ganjar Pranowo and Taj Yasin Maimun in the Politic Performance in the Governor Election in Central Java 2018?**

Literature Review

There are some former researches related to political of identity that will be able to add and widen this problem in that governor election in Central Java.

According to Aris Munandar and Idris Hermay (2016), this research will get the comprehensive illustration about the influence of imaging and identity from the Bengkulu's governor election candidates in 2015 towards the voters' behavior. This research uses two aspects that are politic behaviors, ethnicity identity behaviors, and the candidate's image in the politic sociology perspectives. Through the survey method, get the result that ethnicity identity, image and figure factors are positively contribute in the formation of voters' behaviors in the Bengkulu's governor election.

The contest of public election always seizes the attention, opinion and energy. This process makes the elites politic party that will be public election participants will sustain to make a campaign. With different background of 2014 public election system, especially in legislative candidate election mechanism, Edwi and Wibowo (2015) research will pay a close attention from the campaign activity in the blog and web. 2014 public election used the most voters system in determining the legislative candidate. Through the qualitative approach, conclude that the legislative candidates of 2014 public election use the political of identity in the use of party symbols such as the party's color identity, party figure and the party attribute.

The use of party figure is as legislative candidate endorser in raising their image while the attribute color to emphasize their party's origin.

2.2. Identity Politic in the Politics' Communication

Politics' communication starts from the study about the mass media effect towards the individual vote. But today, this field has been widen include other communication aspects and politic behaviors. Having politics however will always be in tense wars that chop with the identity. Identity explained as a blood realm and descendant. In other perspective, it placed in the ethnic group and geographies. While others, focusing in the ideology and religious area. Political of identity is a starting point in together lives managing, that through this a group make a certain identity construction (Riyanto, 2015: 123).

In the politics' communication process, it is firm related with image that means as an organization member's way in looking the impression, image and attributes that sticking in a certain entity. So that forms a party perception or individual contestant (Firmanzah, 2012: 229). Besides that, political of identity is sharply differentiated between political identity with political of identity (Haboddin, dalam Sosiawan & Rudi, 2015). **Political identity is a construction that determines the subject importance position in a politic community alliance while political of identity aim at the mechanism of organizing politic identity (both identity and social identity) as a politic source and means.**

Political of identity has a freedom importance from the frontier situation that specifically concern in the constituency from the membership in a wider context. Identity politics seems to confirm the existence of essential wholeness about the existence of certain social groups based on identification of primordiality. According to Manuel Castells, identity construction use material structure from the history, geography, biology, production and institution reproduction, collective memory and individual fantasy, authority apparatus, and religious ideology. Something can be mentioned as an identity if it is internalized by the outer society. Castells mentioned that there are three categories in this collective identity (Munandar & Idris, 2016 : Salim, 2015) :

- a. Legitimizing identity; identity that introduced by an institution that dominate the society to rationalized and continue their domination towards the social actor such as a country institution that try to increase their society nationality membership. This institution surely has received the legitimacy to do it.
- b. Resistance identity; is a process to form an identity that maintained by resisting. A way should be gone is through the stigma from dominative side. This formation aim to their membership and group live continuity. It caused as a terminology when Calhoun identified the appearance of certain politic of identity.
- c. Project identity; in identity when the social actor form a new identity that will be able to determine new portions also transformed the social structure totally. Such as, when a feminism activist group try to form new female identity. Things should be done is re-associate the female position in the society, both

production right, reproduction and sexuality, politic and personalization.

Research Paradigm

This research used post positivistic paradigm because it is based on the post positivism philosophy. It is also referred to constructive paradigm that means look at the social reality as a holistic, complex, dynamic, meaning able thing and a reciprocal relation(Sugiyono, 2007).

In this paradigm the relation of researcher and research object has an interactive characteristic. That is why there should be neutrality from the researcher to minimize the subjectivity. The researcher directly involved in digging the data, discussing with the informant until analyzing the data.

This research will also apply inductive mind mapping that is thinking method that based on empiric facts towards the general. It will include: observation, data collection, data analysis, and drawing conclusion process(Kriyantono, 2007).

Research Method

This study uses qualitative research methods with a phenomenological approach, which aims to explain phenomena that occur in social reality with the support of valid data. The qualitative approach begins with observing the symptoms and then observing in depth and supported by library records. The phenomenology method in Berger's approach intends to combine holistic and individualistic analyzes in social reality.

Phenomenology is an idealism that interested in the structure and the working ways of human's awareness that implicitly believe that our world created as a basic awareness. Phenomenology interested in the problems' identification from the sense experience world that means at the world full of meaningful objects, something that happened at first in the separated individual awareness, and then collectively in that awareness interaction.

Berger and Luckmann believe substantively that reality is the result of a creative human's creation through the social constructive power toward the social word surrounding, reality is social constructed. Social constructive theory and approach of reality happens simultaneously through three social processes, that is (1) externalization (self-adaptation) with the socio cultural world as the human's product, (2) objectivities, that is social interaction that happens in inter subjective world that organized or experience the institutionalization process and (3) internalization, that is process which is individual identified themselves in the social institutions or social organization individual place they become the member (Bungin, 2008 : 193). The point is that social construction is knowledge formation that gained from social invention. Reality has a meaning when the social reality constructed and explained subjectively by other people so that firm up that reality objectively.

Discussion

Political conversation cannot be separated from the discussion about seizing and maintaining power,

distributing power and talking about authority. The contestation of the five-year election talked a lot in the first point, namely the question of seizing power by the opposition and maintaining power by incumbents. The political event is a venue for fighting ideas and concepts like a classic battle. If the battlefield in ancient times was a vast field where two large forces met with strategy spices and all deceit, today's political battles have more diverse combat space with various public spaces.

Identity politics or often referred to as sectarian politics, according to Dedi Kurnia Shah, observers of national politics, are a perspective on political references based on similarities where identity similarity is a reference. The identity referred to cultural based, such as religion, organization, primordial and others. The implementation of the identity politics strategy was felt in the 2018 Central Java regional election, which one of the contestants was the son of Mbah Maimun Zubair, Charismatic Islamic scholars from Pesantren Al Anwar Sarang, Rembang.

The combination of nationalist figures, represented by Ganjar Pranowo, and religious leaders, represented by Gus Yasin, became the couple who did not fulfill the public expectations. Religious nationalists are becoming very selling identities when many pendulums of state political issues are dominated by issues concerning violence in the name of religion, ethnicity and race. Castells suggests that there are three categories of this collective identity (Munandar & Idris, 2016: Salim, 2015):

1. Legitimate identity (legitimizing identity)

Epistemologically, legitimizing identity is an institution dominates a society to rationalize and continue its dominance of social actors. Religious nationalist identity is a concept constructed by a team of Ganjar-Yasin couples, where the public, as voters, are given the ideal option in the face of recent political fluctuations. The choice of identity is not without mature political calculations but based on the reality of the Central Javanese community which is dominated by nationalists and santri. Central Java has long been known as a voice barn of PDIP even specifically referred to as a nationalist kitchen or also known as a bull cage (PDIP Community).

Based on the voter configuration approach, this is known that there are effective community groups if this is stimulated by the issue of sectarians, religious and primordial similarities. Based on the configuration, traditional voters have the highest orientation towards identity closeness. In fact, they tend to ignore other substantial factors that should be a benchmark of choice. Competence and ability to solve problems are not taken seriously.

Political demagoguery uses rhetorical abilities to deceive society by promoting public interest as masks and one hand hiding individual and group agendas that actually dominate. Demagogues and identity politics are a neat blend in tricking traditional voters. The production of hatred discourse and black propaganda is often an instrument that strengthens the political style above. People with low levels of education will take the discourse haphazardly and tend to trust, especially those who convey are figures.

Configure of Voters		
High		
Orientation "Policy Problem Solving"	Rational Voters	Critical Voter
Low	Skeptical Voters	Traditional Voters
	Ideology Orientation	
	High	

Picture 1: Configure of Voters

Rational and critical voters are less exposed to the practice of identity politics. The reasoning and cognitive abilities of the two types of voters deliver to a choice based on problem solving skills and competency of prospective leaders. Although, in ideological closeness between them, there are also differences, the rational voters tend not to have ideological proximity factors. They give a pure assessment of the candidate's abilities and put forward expectations as a reference. While critical voters have high ideological ties so that they combine the consideration of candidates' abilities and ideology.

2. Resistance identity

Resistance identity is interpreted as an identity formation process maintained by resistance. One of taken methods is through the stigma of dominating parties. When the pair Ganjar and Yasin built a nationalist and religious identity on the basis of the cultural character of using Islamic boarding schools and millennial santri instruments, the competitor candidates, Sudirman Said and Ida, built their identity as technocrats and female leaders. Even if this is drawn further, actually, the identity built has the same level of similarity as the religious nationalists by the experience of the Organization at the Banom NU Muslimat at the central level.

The rise of sectarian politics or specifically Islamic religious identity politics is based on the development of political issues since the 2014 presidential election. Judging from the long history of Indonesian politics, the founders of the Nation have also debated related to religious issues, so that we recognize the Pancasila charter as one of the elements history. The 2014 presidential election was thick with narration and propaganda related to religion and ideology. "Obor Rakyat" Magazine as a propaganda media discredited one of the candidate pairs with an extraordinary narrative of hatred, even though today there was a pro-contra related to its existence. Many parties consider the "Obor Rakyat" Magazine to be a "playing victim" strategy for candidate pairs, but many people believe that it is black propaganda to bring down opponents.

Sectarian narratives in the name of religion are the most perfect political commodities today. Under the pretext of struggle in the name of religion or *jihad*, people can be

mobilized to contribute time, energy and costs. This is not surprising that the identity or sectarian political strategy is the most rational choice in the 2018 Central Java regional election. Religious-nationalist identity will not get resistance from any party. The Nationalists feel represented by the presence of Ganjar Pranowo, who incidentally is a PDIP national politician, as well as religious people represented by Gus Taj Yasin Maimun.

The determination of the identity political strategy begins with determining the candidate pair which is a religious-nationalist representation. According to information circulating, before nominating Gus Yasin to become a candidate for deputy governor accompanied Ganjar Pranowo, the name Gus Yusuf Chudhori the leader of pesantren API Tegalrejo Magelang was first raised. However, he refused to accompany Ganjar Pranowo, because he did not get permission from his mother. The next option is Gus Yasin Maimun, besides being a politician who has experience as a member of the Central Java Provincial Parliament, he has also a santri background so that it precisely represents a religious identity.

Based on Berger and Luckmann's phenomenology approach, reality is the result of creative human creation through the power of social construction to the social world around it. Identity constructed becomes an reality in society through an external process. This process works by adjusting to sociocultural as a human product. The community made adjustments related to the information and production of the religious-nationalist identity discourse of the candidate pair Ganjar Yasin.

3. Project Identity

Project Identity is an identity when social actors form a new identity that can determine new portions while transforming the structure of the society as a whole. For example, when a group of feminist activists tried to form a new identity for women, the things to do is to re-associate the position of women in society, both those related to production rights, reproduction and quality, personality and politics. The same thing was done by the candidate pair Ganjar Yasin where they reproduced their original identity and associated with a new identity. Although reproduction is not frontal, this is done because their initial identity is already referring there.

Reproduction and Identity Association

The affirmation of identity is strengthened by the production of information through campaign props and political information from various media channels. The association among personal, santri and pesantren is very close to the figure of Taj Yasin that he even covers the portfolio as a member of the Provincial DPRD. The character of the charismatic cleric Maimun Zubair also cannot be released as the main strong contribution of the building of the religious identity. Even people tend to know Mbah Maimun more than Taj Yasin.

Association strategies are effective used to influence public opinion. Central Javanese people with pesantren backgrounds or Nadhliyin (NU People) find their political estuaries. Taj Yasin gave a lot of hope for the birth of an Islamic leader born of santri. This was like finding an

oasis from the long journey of the fate of the "sarungan people" who were always marginalized. While the nationalists got the certainty of the ideology of the association between the figure of Ganjar and PDIP and the ideology of Marhaen Soekarno. Both display identity and associations that are reproduced in accordance with the interests of regional elections without betraying their real identity. This can be said that reproduction of identity is done according to the original character without extreme changes. This facilitates people's acceptance of reproduction of the identity.

Personality

The Project Identity is carried out by paying attention to the construction of new identities with personality. Conformity among message, identity and personality will confirm the building of new identity. Almost on every occasion, Taj Yasin was never separated from the black cap attached to his head. Black cap is not just a head covering, semantically, this can be associated with *nahdliyin* and *pesantren* who are the bassists of religious masses. In addition to black caps, the consistency of using a sarong in various events shows a clear background from where it came from. The packets that represent religiousness must always be highlighted to further emphasize the religious identity and santri that are the strength of Taj Yasin.

Contrary to Taj Yasin, different things are displayed by Ganjar Pranowo. In line with the construction of nationalist identity, almost in every event, he is rarely seen using religious attributes such as *peci* or sarong. Ganjar is consistent with a nationalist look wrapped in a shirt or batik paired with trousers and even tends to be casual. In gesture, He is even more relaxed and communicative, especially when responding to netizen questions on social media. Even Ganjar is included in the ranks of communicative officials in interacting through social media.

Conclusion

Identity politics was implemented by the Central Java governor candidate of pair Ganjar Pranowo and Taj Yasin Maimun. Consideration of segmentation and positioning in the political marketing of 2018 Central Java regional election of incumbents is inseparable from the characteristics of community groups dominated by religious and nationalist circles. Religious people with the basis of *pesantren* or *sarungan* people are represented by the taj Yasin figure, while the nationalists are represented by the figure of Ganjar Pranowo as a senior PDIP politician.

Identity politics can be done in three approaches, namely legitimizing identity, resistant identity, project identity through reproductive instruments and associations of identity and personality. The strategy promoted by Ganjar Yasin proved to be effective in delivering them to become the pair of Governor and Vice Governor of Central Java 2019-2024 defeating Sudirman Said who was paired with Ida Fauziah.

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